

**AfricanAmerican
NetworkAgainst
Alzheimer's**
we can stop it by 2020.

lphiSM
ALIGNING ACTION
FOR HEALTHSM

Famcare
Family Planning Specialists

Johns Hopkins
Urban Health
INSTITUTE

DBHIDS
DEPARTMENT of BEHAVIORAL HEALTH
and INTELLECTUAL disability SERVICES

 **Department of
Public Health**
CITY OF PHILADELPHIA

 **Behavioral Health System**
Baltimore

 **Jefferson**TM



 **LOUISIANA
DEPARTMENT OF
HEALTH**

MENTAL HEALTH &
ADDICTION SERVICES | **Ohio** **MHAS**
Promoting wellness and recovery

 new jersey family
planning league

**my
style**
beyond
expectations



Philadelphia, PA • Pittsburgh, PA • Los Angeles, CA • Atlanta, GA • Columbus, OH

2018 Annual Report

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Preface

- 4 Letter From the President, Ivan Juzang**
President & Founder of MEE Productions

Projects

- | | |
|---|--|
| <p>5 African American Network Against Alzheimer's
<i>Raising Awareness of Alzheimer's in the African American Community</i></p> <p>6 Louisiana Department of Health
<i>Community Outreach and Professional Development to Address Health Disparities in Communities of Color</i></p> <p>7 Louisiana Public Health Institute
<i>Reducing Tobacco Use by African-American Men in Louisiana</i></p> <p>8 Louisiana Public Health Institute
<i>Raising Awareness of Opioid Addiction in New Orleans</i></p> <p>8 Behavioral Health Systems Baltimore
<i>Preventing Underage/Binge Drinking by Baltimore Youth</i></p> <p>9 Philadelphia Department of Public Health
<i>Safe Sleep Social Marketing Campaign Targeting African-American Parents</i></p> <p>10 Philadelphia Department of Public Health
<i>Opioid Campaign 2017 - 2018: Don't Take the Risk</i></p> <p>11 Philadelphia Department of Public Health
<i>Naloxone Campaign: 2017 - 2018</i></p> <p>12 Philadelphia Department of Public Health
<i>Tobacco Prevention Campaign: TIPS from the Former Smoker (TIPS)</i></p> <p>13 Philadelphia Department of Public Health
<i>Tobacco FY18: Break The Cycle Campaign</i></p> <p>14 Brown University's Rhode Island Hospital & The University of Kentucky
<i>MyStyle: Family-based HIV Prevention intervention for AA MSM</i></p> <p>15 New Jersey Family Planning League (NJFPL)
<i>Implementing a Parent-Teen Engagement Campaign to Reduce STI's</i></p> <p>16 FamCare
<i>Promoting Sexual and Reproductive Health Clinics in Southern New Jersey</i></p> | <p>17 Thomas Jefferson University – Prostate Cancer Research Study
<i>Prostate Cancer Education and Awareness with Thomas Jefferson University</i></p> <p>18 Ohio Mental Health & Addiction Services
<i>"Be Present Ohio" Statewide Campaign
Implementation of a Trauma-Informed Youth Suicide Prevention Developed By and For Youth.</i></p> <p>20 Ohio Mental Health & Addiction Services
<i>Become a Be Present Ohio Advocate
Online Training For Youth Leaders to Intervene With Their Friends, Siblings and Close Classmates Struggling With Trauma</i></p> <p>21 Ohio Mental Health & Addiction Services
<i>Coalition SPF-Rx Training and Capacity Building to Reduce Opioid Misuse
Transferring Communication Skills to the Community to Prevent Opioid Overdoses</i></p> <p>22 Ohio Mental Health & Addiction Services
<i>Synar Tobacco Retailer Education
Know the laws! Protect your customers. Protect your employees. Protect your business.</i></p> <p>24 Ohio Mental Health & Addiction Services
<i>"Families 4 Veterans" (Veterans Suicide Prevention Campaign)
Families4Vets.org Is Here for You, So You Can Be There for Them</i></p> <p>26 MEE's "We Are!" Black History Month Education Campaign
<i>Black History Month Celebration</i></p> <p>27 Prince George's County Department of Health & Human Services
<i>Prince George's County Homeless Youth Outreach Project</i></p> <p>28 Company Directory</p> |
|---|--|

Letter From the President *(Vision of the Immediate Future)*

Dear Friends of MEE,

This is our yearly opportunity to take stock of where we are as an organization and for me to share my vision of MEE's immediate future. As I look back at 2018, I continue to be proud of the work of our team as we addressed health and social disparities affecting lower-income, less-resourced populations and people of color.

There are several areas where we will be focusing our efforts over the next few years, and you'll find these common threads running through all of our work: using a trauma-informed approach in all of our health prevention campaigns; infusing protective factors into the lives of at-risk youth and young adults through our digital health interventions; and leveraging the latest digital technology and the real behavior-change benefits of community-centered human-ology. Our team remains committed to making a difference in the lives of individuals, families and communities that face the highest health and social disparities.

MEE, as it has done for nearly three decades, has continued to respond to the urgent needs of underserved communities. Over the past year, we have worked on:

- The opioid misuse epidemic in both rural and urban communities
- Statewide and city-focused tobacco use cessation campaigns
- Promoting skills to cope with bullying, isolation, depression and ongoing stress and trauma, to prevent suicides
- Programs to combat community, youth and gun violence
- Strategies to help social services agencies effectively engage African-American fathers

We aim to do transformational and truly meaningful work in public health communications. That's why we are focused on protective-factors approaches that provide inoculation against the stressors and daunting social determinants of health (such as poverty and adverse childhood experiences) that become major barriers to people achieving and maintaining optimal physical and emotional health. We will continue to identify the barriers and arguments that prevent people from making informed choices, and authentically "counter" them with do-able steps to move from pre-contemplation to action.

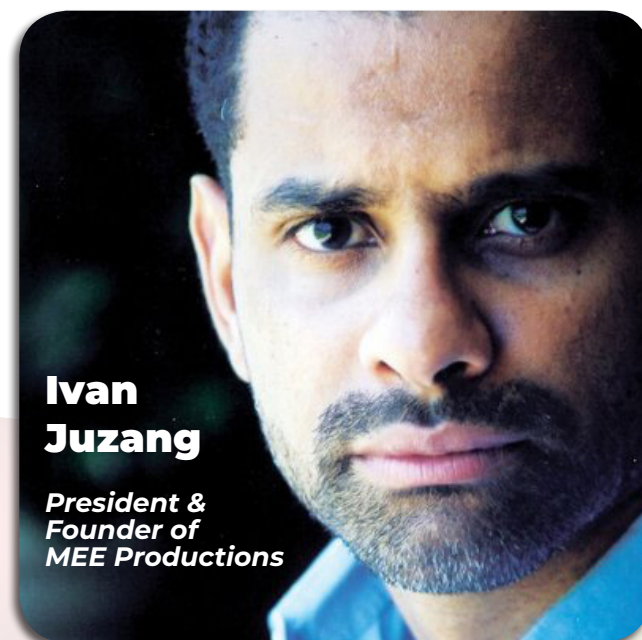
“Our team remains committed to making a difference...”

We have forged mutually respectful relationships with many colleagues in academia, resulting in new and promising strategic alliances. We look forward to continued collaboration with them and others on thoughtful, effective, and innovative ways to facilitate change and to be culturally-relevant and community-responsible. Part of that change includes evaluating the effectiveness of our work in communities (interventions).

We will continue to use a mix of communications channels, both online and offline. For example, our new online training portal for service providers, agencies and others allows us to scale up our capacity-building and skills-transfer reach across the country. Participants learn how to maximize social media use and how to conduct effective community engagement, and they have access to insider information on how to communicate with hard-to-reach audiences suspicious of mainstream institutions. MEE's next generation of digital health interventions addressing suicide prevention, community violence, opioid misuse and overall mental wellness are in the pipeline.

Over these nearly three decades of MEE, our clients have continued to value our responsible partnership, thoughtfulness, responsiveness, expertise and our deep understanding of the communities where we do our work. We remain committed to networking with our partners to improve social, health and life outcomes. Your ideas about solutions to the pressing problems facing our world are always welcome!

IJJ



**Ivan
Juzang**

*President &
Founder of
MEE Productions*

African American Network Against Alzheimer's *Raising Awareness of Alzheimer's in the African American Community*

For the fifth consecutive year, MEE was hired by the African American Network Against Alzheimer's (AANAA) to help raise community awareness and promote the award-winning play *Forget Me Not*. This year AANAA took the play to Pittsburgh, PA; St. Louis, MO; Jacksonville, FL; and Dumfries, VA. Written by Garrett Davis, the goal of the play is to raise awareness of Alzheimer's disease, especially in the Black community. The play shows just how far-reaching a disease like Alzheimer's can be, affecting not just the immediate family, but also friends and those in the community.

MEE utilized its Community Network (CN) partnerships to conduct a series of community mobilization and outreach activities, along with e-mail blasts to CN members and Facebook ads to drive attendance to the play and increase awareness of AANAA. For the first time, AANAA charged admission for two of the shows, Pittsburgh and St. Louis. MEE's promotional activities resulted in 170 tickets sold in Pittsburgh, 110 ticket sold in St. Louis, 1,270 tickets requested in Jacksonville, and 1,860 tickets requested in Dumfries. In 2019, MEE will continue to work with AANAA on a national tour for *Forget Me Not*.

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we can stop it by 2020.



Louisiana Department of Health

Community Outreach and Professional Development to Address Health Disparities in Communities of Color

After five years of implementing the SIDS Risk Reduction & Safe Sleep social marketing campaign. MEE has continued working with Bureau of Family Health (BFH) on a three-year contract to effectively administer, manage and evaluate a statewide community outreach and professional development initiative to address health disparities through community outreach, building community linkages, and health education for low-income African-Americans of reproductive age.

The goal of the community outreach and professional development activities are to improve maternal and child health outcomes and reduce infant mortality, particularly among African-American residents in Louisiana, by increasing the amount of culturally-relevant health information available in under-served communities and by improving the effectiveness of BFH staff and partners in engaging members of the community and delivering that information.

In 2018, MEE continued disseminating safe sleep materialstocampaignpartnersacrossthestate.MEE also conducted community canvassing sessions targeting child care providers and conducted Chat & Chew Information Sessions with BFH partners in Thibodaux, Opelousas and Ruston. In addition, MEE conducted three professional development workshops on effective communications for more than 60 service providers from BFH and its partnering organizations.

MEE also developed and produced five digital media ads promoting safe sleep practices to parents. The ads were launched on Facebook during SIDS Awareness Month in October. MEE conducted a second round of qualitative, focus group research with African-American fathers in

New Orleans and Baton Rouge. During the focus groups, MEE tested messaging and materials developed to promote various health programs and services in Louisiana and raise awareness around important public health issues. MEE also got feedback on how the messaging and materials could be enhanced to better connect and resonate with African-American fathers.

Finally, MEE interviewed three providers with years of experience working closely with African-American men, to get their thoughts on how state agencies like BFH can engage African-American fathers to support the health and wellness of their families, particularly of their female partners and children.



Louisiana Public Health Institute

Reducing Tobacco Use by African-American Men in Louisiana

After implementing the campaign in Shreveport and Baton Rouge, MEE was again hired by the Louisiana Public Health Institute (LPHI) to roll-out their African-American Male Cessation campaign in New Orleans in 1Q of 2018. The campaign targeted African-American males, ages 35 – 59, who knew why they shouldn't smoke or who wanted to quit and lets them know that they had support available to them by highlighting the state's resources that could help them be successful.

MEE's campaign promoted and raised awareness of the Louisiana Tobacco Quitline (1-800-QUIT-NOW) and the QuitWithUsLa.org website where users could receive Tobacco Cessation Trust services, such as: consultation with a tobacco cessation specialist; free self-help guides, tools and support materials; referrals to face-to-face programs in their areas; and materials for smokeless tobacco users. The campaign also delivered the message that these and other resources are user-friendly, culturally specific and can be trusted.

MEE's campaign consisted of radio ads on four radio stations, billboards and bus shelters in targeted communities, transit ads on all buses, Facebook ads, community canvassing targeting barbershops and community outreach at local events.

As part of the campaign, MEE also helped LPHI and its local partners plan and implement, New Orleans Speaks: A Job Fair and Health Expo at SUNO. The community event took place at Southern University at New Orleans and featured presentations from community leaders, a representative from the mayor's office and local businesses and organizations.

In 3Q 2018, LPHI hired MEE to roll out the campaign in six markets across the state: Alexandria, Monroe, Opelousas, Shreveport, Baton Rouge and New Orleans over the course of 10 months. The corresponding chart highlights the campaign components in each market.



You're Not Alone
in Your Struggle to
Stop Using Tobacco.

The Louisiana Tobacco Quitline

5
Ways We Support
Your Efforts To Quit

- ✓ Quit support 24 hours a day, 7 days a week
- ✓ One-on-one phone counseling with a Quit Coach
- ✓ Nicotine replacements (gum, patches and lozenges)
- ✓ Smoking-cessation classes in your community
- ✓ Free programs, resources and peer support

Call 1-800-QUIT-NOW or visit QuitWithUsLa.org

Quit Today the Day You Call!
Call 1-800-QUIT-NOW or visit QuitWithUsLa.org

QUIT WITH US, LA
Tobacco Cessation Trust

Get Help Quit Smoking
Tobacco Cessation Trust

QUIT
WITH US, LA

1.800.QUIT.NOW
QuitWithUsLa.Org

Get Help **Quit Smoking**

SMOKING CESSATION TRUST

	Alexandria	Monroe	Opelousas	Shreveport	Baton Rouge	New Orleans
Social Media						
Community						
Material Dissemination						
Transit Ads						
Radio Ads						

Louisiana Public Health Institute

Raising Awareness of Opioid Addiction in New Orleans

MEE was hired by the Louisiana Public Health Institute (LPHI) to assist with the planning and execution of audience testing for the City of New Orleans Opioid Awareness Campaign (NOpioids. LA). MEE assisted LPHI in two areas: Pre-Audience Research and Post-Audience Research.

Pre-Audience Research

MEE assisted LPHI with the development of the focus group moderator's guide and data-collection handouts, based on final materials and messaging to be tested. MEE also provided recommendations on audience segmentation for the focus groups and developed participant screener questions to ensure the selection of the most appropriate participants.

Post-Audience Research

MEE reviewed and analyze the data collected by LPHI during the focus groups and recommended media and community-outreach strategies for reaching the hardest-to-reach target audience (low-income, under-served New Orleans residents). MEE also provided recommendations on culturally-specific messaging for the target audience.



NOPIOIDS.LA

Behavioral Health Systems Baltimore

Preventing Underage/Binge Drinking by Baltimore Youth

MEE was hired by the Behavioral Health Systems Baltimore (BHSB) to develop a Social Marketing Campaign focused on the prevention of underage and binge drinking by Baltimore youth. The digital campaign would target Baltimore City youth in the communities of Greenmount/Oliver East, Coldstream-Homestead and Northwood.

In 2018, MEE completed two aspects of the project. First, MEE conducted a communications workshop with BHSB staff and its Coalition members to provide an overview of MEE's knowledge of the unique oral communication style of low-income, Black urban youth. The workshop also provided context on potential communications strategies to support BHSB's initiative, using a contemporary communications framework that also promotes community participation.

Second, MEE developed branding (campaign name, logo, iconography, etc.) custom themes, culturally-relevant messages/slogans, along with draft treatments for social media platforms and a series of digital ads that will be tested with youth in Baltimore in 2019.

The goal is to finalize the branding, messaging and digital ads in 1Q 2019 in preparation for a 2Q 2019 campaign launch.



Philadelphia Department of Public Health

Safe Sleep Social Marketing Campaign Targeting African-American Parents

MEE continued working with the City of Philadelphia's Department of Public Health's, Division of Maternal, Child & Family Health to implement a community outreach campaign to promote safe sleeping environments for infants. The goal of the campaign is to increase awareness of safe sleep practices among lower-income African-American parents, ages 26-31, in Philadelphia. The media and materials directed parents to visit SafeSleepPhilly.org where they can get more information on providing safe sleep environments for their infants.

In 2018, MEE continued to place and manage the campaign's Facebook ad campaign and the distribution of campaign materials to childcare providers and prenatal providers across Philadelphia. In total, MEE has distributed over 120,000 materials to organizations as part of its community mobilization efforts.



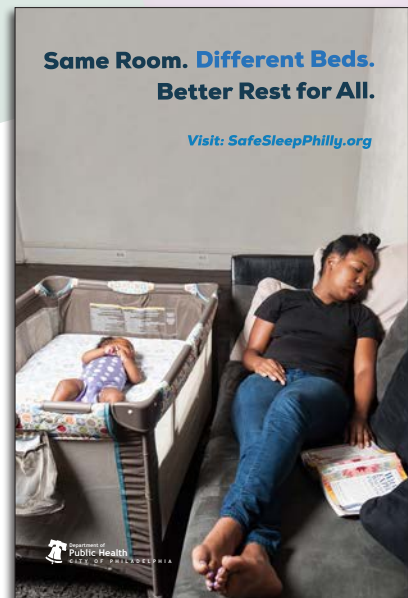
Did you know?

One baby in Philadelphia dies every 12 days because of unsafe sleep.

Every Step, Every Time

1. Your baby always sleeps in a Pack 'n Play or crib.
2. That Pack 'n Play or crib is just for the baby. NO pillows, bumper, blankets or toys.
3. Lay your baby on his or her back.

Visit: SafeSleepPhilly.org



Philadelphia Department of Public Health

Opioid Campaign 2017 - 2018: Don't Take the Risk

MEE launched the Philadelphia Health Department's second phase of the "Don't Take the Risk" opioid prevention campaign. The purpose of the campaign was to educate consumers who may have access to or used opiates but are not sufficiently informed about the dangers of opiates. Background.

The main consumer takeaways are:

- Prescription opiates are inherently dangerous drugs
- Addiction to opiates or death from overdose is a very real possibility
- Anyone casually abusing prescription opiates should stop doing so

The opioid crisis is the rapid increase in the use of prescription and non-prescription opioid drugs in the United States since the late 1990s. Opiates are a diverse class of moderately strong painkillers, including oxycodone (trade name OxyContin and Percocet), hydrocodone (Vicodin), and a very strong painkiller, fentanyl, which is synthesized to resemble other opiates such as opium-derived morphine and heroin. The potency and availability of these drugs have made them popular both as formal medical treatments and as recreational drugs.

In Philadelphia, an estimated 55,000 people abuse prescription opiates, and 150,000 (or roughly one in ten people) receive more than one prescription for opiates per year. In 2016, more than 900 people in Philadelphia died of drug overdose, approximately 80% of which involved opiates.

The Campaign

Media placement for this campaign targeted Philadelphians (30-59 years old) citywide with a focus on specific high-risk neighborhoods, such as Kensington, South Philadelphia and Center City. Media included:

Comcast Cable TV:

- Stations included VH1, Entertainment Channel, Spike TV, Comedy Central, NBC Sportsnet, BET, Cartoon Channel, A&E Television and Discovery Channel. Plus, free promos and digital media

Broadcast TV:

- CBS & KYW
- Fox TV – including free 0:30 ad, 0:15 spots and 0:05 promos and banner ads plus video pre-roll.

Metro Publication:

- A series of Half Page and Qtr Page ads (2 per month)
- A Native Article

Social Media:

- Facebook and Instagram ads
- YouTube Video Stream



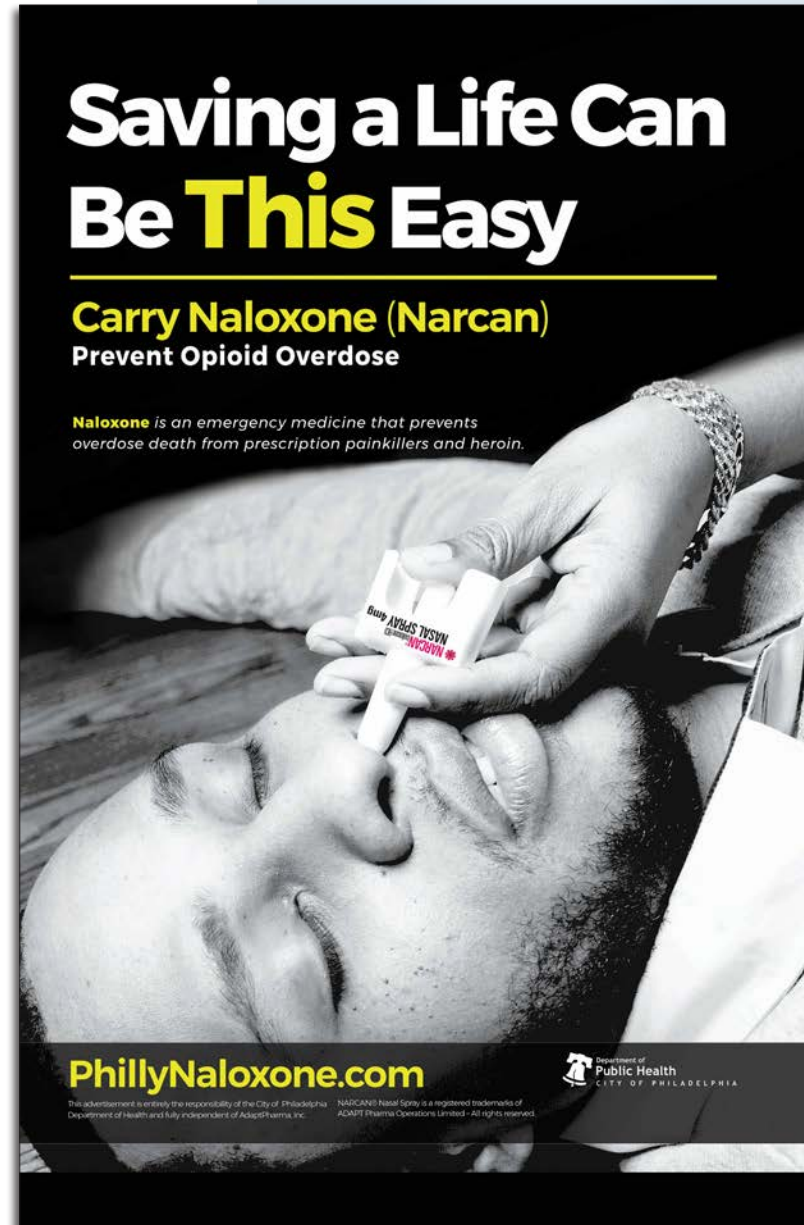
Philadelphia Department of Public Health

Naloxone Campaign: 2017 - 2018

The Naloxone Campaign was a Philadelphia Health Department opioid public awareness campaign that urged the public to carry Naloxone. The campaign was part of a broader effort to reduce overdose deaths citywide. Naloxone is a prescription medication designed to prevent people from overdose deaths from heroin or other opiates. It can very quickly restore normal respiration to a person whose breathing has slowed or stopped as a result of overdosing with heroin, fentanyl or prescription opioid pain medications. For more information about how to administer Naloxone or to attend a local training, visit www.PhillyNaloxone.org.

MEE developed messages and designed materials for the campaign that reached family members, friends and acquaintances of opioid users to raise awareness about Naloxone, to demonstrate how easy it is to use the medication to save lives and to encourage people to obtain Naloxone for use if needed. The message was, "Saving a Life Can be This Easy. Carry Naloxone. Prevent Overdose."

Media outreach and placement for this campaign targeted Philadelphians (35-64 years old) citywide with a special focus on specific high-risk neighborhoods, such as Kensington, West Philadelphia, South Philadelphia and Center City. The campaign used Outdoor advertising (billboards and bus shelters), SEPTA public transit (bus sides, bus interiors and subway platform), Metro Publication and Social Media ads (Facebook and Instagram).



Philadelphia Department of Public Health

Tobacco Prevention Campaign: *TIPs from the Former Smoker (TIPs)*

MEE Productions re-launched, for the 4th year, the Philadelphia Health Department's TIPs from Smokers tobacco prevention/cessation campaign. TIPs is a CDC-produced tobacco prevention campaign consisting of a range of video and print media that profiles real people who are living with serious long-term health effects from smoking and secondhand smoke exposure.

MEE adapted and implemented CDC TIPs ads called "Roosevelt's Tips" and "Rebecca's Tips" simultaneously on all media platforms. The ads ran on Cable, Broadcast TV, Broadcast Digital, social media sites including Facebook, Instagram and YouTube.

Broadcast television ads ran on Fox TV, CBS/CW Philly and NBC. The TIPs ads also ran on Fios and the following Comcast cable stations: BET, Cooking Channel, Comedy Central, FS1 TV, FYI, Lifetime, Paramount Channel, TNT, TRU TV, VH1, Viceland, NBC Sportsnet, Hallmark Channel, Travel Channel and History Channel.



Philadelphia Department of Public Health

Tobacco FY18: Break The Cycle Campaign

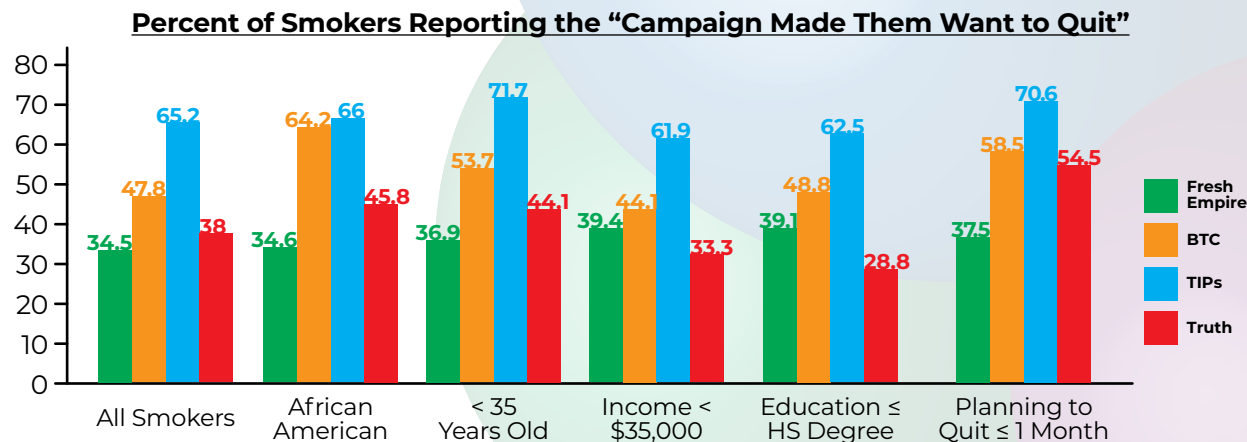
2018 was the third year of the Philadelphia Health Center's Break The Cycle Campaign. MEE produced and implemented this tobacco awareness and prevention campaign using social justice themes. The "Break the Cycle" Campaign is a tobacco de-normalization effort focusing on tobacco industry (Big Tobacco) marketing and past practices. Our objective was to educate the public about the tobacco industry practices that promote tobacco use to low-income and vulnerable populations and the adverse impact of this expensive campaign targeting the poor, youth and people of color.

Over the years, the focus has been on the significantly higher rates of advertising in poor and minority communities, the disproportionate placement at low income neighborhood corner stores that are easily accessible to youth and the marketing of menthol and flavored tobacco to low income youth that makes tobacco easier to start and harder to quit smoking.

Break The Cycle (BTC) Campaign placed ads with urban radio stations, outdoor advertising and social media platforms, primarily Instagram and Facebook. The campaign was widely aired in Philadelphia, on popular youth and young adult stations with live-streamed interviews of health activists, educators and youth. This innovative campaign received an enthusiastic response with heavy website hits and engagement on social media ads. Health Department evaluations found that the Break The Cycle Campaign was as effective with our target audience of African Americans as the CDC sponsored "TIPs from Former Smokers" and more effective than nationally produced campaigns like The Truth Campaign and Fresh Empire. See Chart A.



Chart A:



Brown University's Rhode Island Hospital & The University of Kentucky

MyStyle: Family-based HIV Prevention intervention for AA MSM

MEE is working with the research team at Brown University's Rhode Island Hospital and the University of Kentucky to produce media for a family-based HIV prevention intervention for high school aged African-American MSM (men who have sex with men).

This project will be implemented with parents and teens in Jackson, Mississippi, which has the highest prevalence of HIV among urban MSM in the US (39.5 per 100 MSM) and the third highest rate among Black MSM under the age of 25.

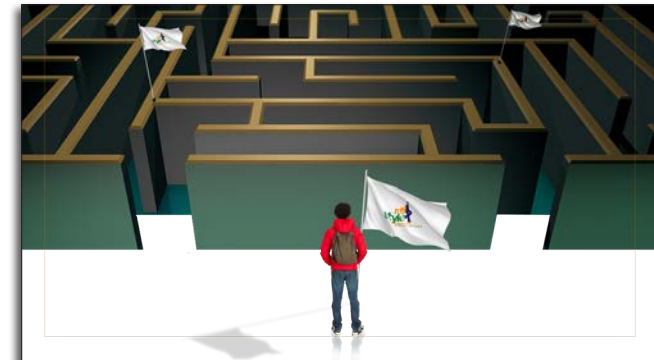
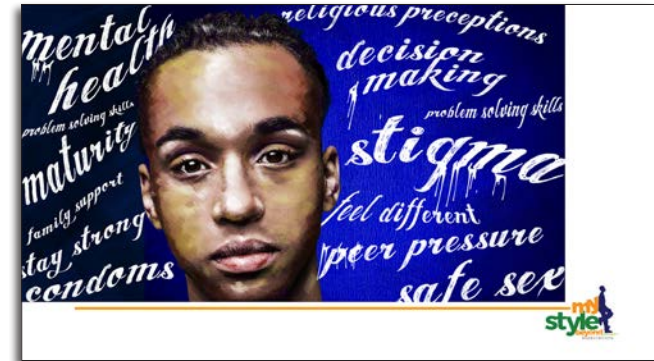
The eight-week intervention will send the young men and an adult family member up to two text messages each week. Each text contains links to new media content for the young men and caregivers to view. The weekly content, as well other content including video material and relevant links, will be available on a website. The HIV prevention intervention will consist of short videos up to 5 minutes long.

MEE Productions designed and developed the branding, videos and website for the interview. The video intervention will consist of a series of roughly 40 short videos for teens and parents of up to 8 minutes in length. MEE will also develop the intervention website landing page and video links to be sent to teens and parents.

Teens will learn how to be a good communicator and how to build trust and gain support with parents and other adult allies. They will get knowledge about HIV and other STDs as well as safe sex information like condom use and PrEP that will help keep them safe. Teens will also learn how to overcome challenges and the importance of having a plan to be successful. Parents will learn about how to build trust, provide

support and be better communicators with their teen. They will get education about HIV and other STDs that will help keep their child safe. Parents will also learn how to talk to their teen assertively about tough issues like sex, drugs and relationships and how to create a safe environment that will help young men face these challenges.

As stated to participants, our objective is for young men to be more resilient and confident in themselves; for them to be more effective communicators; for young men to develop a network of supporters starting with their parents who are their best and most valuable resource. Finally, we want young men and their parents to be educated about HIV and other STDs and for young men to consistently use condoms and to get HIV testing if they are sexually active.



New Jersey Family Planning League (NJFPL)

Implementing a Parent-Teen Engagement Campaign to Reduce STI's

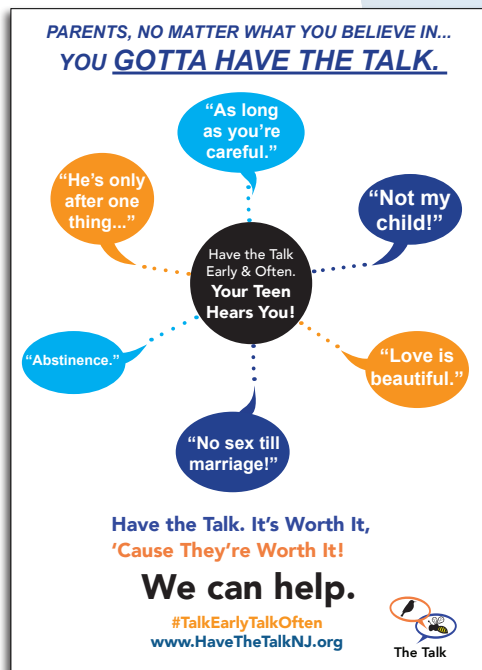
In the latest phase of work with the New Jersey Family Planning League (NJFPL), MEE developed and launched a culturally-relevant outreach and education campaign targeting parents/caregivers of 'tweens and teens in Cumberland, Salem, and Gloucester Counties. MEE developed the branding, messages and materials for the campaign including, digital/social media, outreach materials, and a campaign website.

The MEE Creative Team leveraged its content expertise to create specific messages/slogans and content for community and parent outreach. The focus groups, along with input from a Parent Council helped confirm "Point A"—where the target audience is now—related to their level of awareness, attitudes, perceptions and needs related to engaging their children in productive dialogue about sex and making decisions related to sexual and reproductive health.

The campaign ran over the summer and fall months. NJFPL created community outreach activities to address key needs identified in the community. MEE executed media placement on a predetermined schedule, using outlets such as Pandora, community billboards and social media advertising. MEE is also trans-creating Spanish-language versions of campaign materials for a 2018 sub-campaign to engage Latino parents of teens in the project area.



The Talk



Who? PARENTS of TEENS.

What? THE SEX TALK.

When? NOW.

How? WE CAN HELP.

www.HaveTheTalkNJ.org

Have the talk. It's worth it, 'cause **they're** worth it.



The Talk

#TalkEarlyTalkOften

FamCare

Promoting Sexual and Reproductive Health Clinics in Southern New Jersey

Famcare Inc., a family planning service provider for low income communities in Southern New Jersey, hired MEE to create a campaign seeking to increase awareness and utilization of its locations and services.

The process for this campaign began with the creation of a Point B document, which identified the target audience as African-American and Latina women ages 18 to 35 residing in Salem, Gloucester and Cumberland counties. For this campaign, MEE developed informational and clinical tour videos and outreach materials (posters, postcards, a retractable banner and door hangers). We also created and implemented a comprehensive media placement including billboards and social media, and banner ads. Postcards were also printed in Spanish so as to be accessible to the Latina community.

Throughout and after this campaign, MEE received positive feedback from South Jersey women of color, who were grateful to see themselves depicted in the promotional advertising. MEE intends and hopes for Famcare continues to expand its reach into the under-served New Jersey areas, especially regarding community outreach.



Thomas Jefferson University – Prostate Cancer Research Study

Prostate Cancer Education and Awareness with Thomas Jefferson University

In 2018, MEE Productions completed its third year of this study done in collaboration with Thomas Jefferson University, known as “A Neighborhood-Based Intervention to Reduce Prostate Cancer Disparities Among African-American Men.” Developments in 2018 were focused on reporting findings from this study so that it could be published in medical journals throughout North America.

The results reported were focused on the impact created by engaging under-served men in prostate cancer prevention awareness. Prior to the reporting phase of this study, MEE assisted the Thomas Jefferson team with qualitative audience research, branding components, participant recruitment, community engagement, graphic design, and the creation of educational and outreach materials. MEE employed its central by-and-for approach to educate men in the target audiences so that they could spread the word among their peer group.

Make Sure Your Equipment is in Working Order

dPhilly Men's Health Initiative

Man Up, Take Control!

EMPaCT

Come to a **FREE** information session on men's health and find out what you can do to have a better quality of life. Healthcare is expensive. Prevention and early detection saves money and leads to better results.

Earn up to **\$75** for completing the project

Seating is limited. Go to <https://ls.gd/EMPACT> to check eligibility/register. Questions? (267) 408-8021

This health initiative is part of a research study being conducted by MEE Productions, Thomas Jefferson University and the University of Pennsylvania. It is funded by a grant from the U.S. Department of Defense (PC 140667)

Project EMPaCT
EMPaCT
EMPOWERING MEN ABOUT PROSTATE CANCER TOGETHER

Prostate Cancer:
Prostate cancer is one of the leading causes of cancer in men. About one in nine men will be told that they have prostate cancer at some point in their life. Most men survive prostate cancer if it is detected and treated early. Prostate cancer begins when cells in the prostate gland, which is...

Profile of EMPaCT Participants
Highlights from the Survey (240 men)

Knows Someone Who Has Prostate Cancer
36% Yes, 64% No

Been Screened in the Past for Prostate Cancer
49% Yes, 51% No

Testimonials from Project EMPaCT Participants
"I was really glad that I came to the meeting... there were some questions that were really answered for me. My father passed from it (cancer), so I got to learn some more, prepare myself."
"It helped me realize that I have to go and get screened. Everyone should go ahead and do it and not wait around or put it off."
"I liked having some... speak with me... I didn't know that... glove on and put..."
"It was very enlightening... this, especially as... see commercials... they never address... groups like black..."

Thank You!
A Special "Thank You" to the Men Who Made it Possible... Our Health Educators
Norman Gladden, Christopher L. Brown, M.I.S., Asa Anderson, Sylvester Hampton, Fredrick Holloway, Elton Evans III, John Wilson

Our Collaborators
Thomas Jefferson University
Charles Ziegler-Johnson, Principal Investigator
Angela Lee, Co-Investigator
Ramon Martinez
Arona Quinn
Wanda Galt
Renee Robinson
University of Pennsylvania
Ariel Glick
Jill McCusker
Lisa Greenstein
Anne Chung
Dorothy Williams
Lorey Robinson
MEE Productions Inc.
Renee Hollington
Therese Feltner
Doreen Hayden
Irene Jordan
Project Consultants
Bill Brown, Jr.
David Smith
Tina Jackson

Thanks to These Locations for Hosting EMPaCT Sessions
Nottoway CDC Community Center, 4340 Germantown Ave.
Back 2 Back Barber Shop, 2620 Cast Iron Ave.
Kingsizing Recreation Center, 4901 Kingsizing Ave.
Congregation Temple Beth El, 7350 Center Ave.
Haverford Branch of the Free Library, 5343 Haverford Ave.
Congregation K'l Ami, 8201 High School Rd., Elkins Park
Germantown Enrichment Center, 3123 Germantown St.
The NET Center, 3133 Ridge Ave.
The Southwest CDC, 6340 Peachell Ave.
IDAAV (Institute for the Development of African American Youth), 5546 Chestnut St.



Jefferson™

Ohio Mental Health & Addiction Services

"Be Present Ohio" Statewide Campaign

Implementation of a Trauma-Informed Youth Suicide Prevention Developed By and For Youth.

2017-2019

MEE Productions was commissioned by the Ohio Department of Mental Health and Addiction Services (Ohio MHAS) to implement and manage a statewide social marketing campaign that educates and empowers peers, friends, classmates and siblings of at-risk youth to "step up" and provide needed support. MEE developed and implemented the youth suicide prevention campaign called "Be Present Ohio" focusing upstream, on primary prevention and the protective factors young people need to deal with depression, stress, anger, loneliness, bullying or harassment.

The campaign has been rolled out in stages, beginning with the formal campaign launch in November 2017. Since then, the statewide campaign has generated significant increases in Be Present "touches" across the state of Ohio and significantly increased the number of likes, followers and other subscribers to the campaign. In November 2018, before the "freeze" on campaign events/activities, we were within 400 of our initial goal of 10,000 friends, followers and supporters across the state of Ohio.

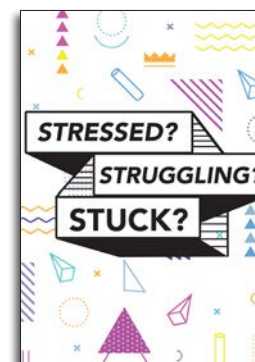
- The Facebook portion of the campaign generated more than 1.7 million (1,719,489) impressions
- The Snapchat portion of the campaign has resulted in more than two million impressions and nearly 15,000 (14,913) "swipe-ups" to the Be Present Website.
- MEE ran three Be Present banner ads, using Google AdWords, from November 2017

through January 2018. The three-month Be Present Google banner-ad campaign generated more than 37 million (37,625,184) impressions and 15,656 clicks to the website.

BUT based on our analysis of the campaign, the off-line events and school assemblies were the primary drives behind the increases in likes and followers of the campaign. MEE also attributes the rapid increase in the positive word-of-mouth generated by the Campaign to the off-line, in-person activities at a number of schools across the state.

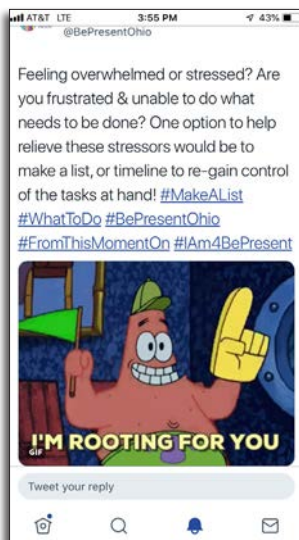


Postcard Designs:

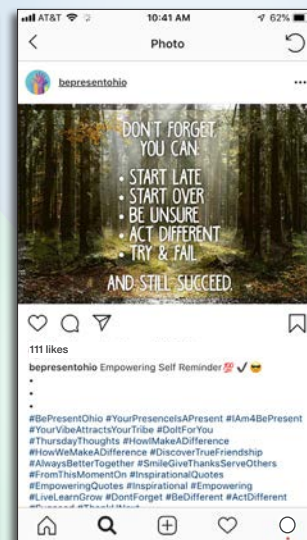
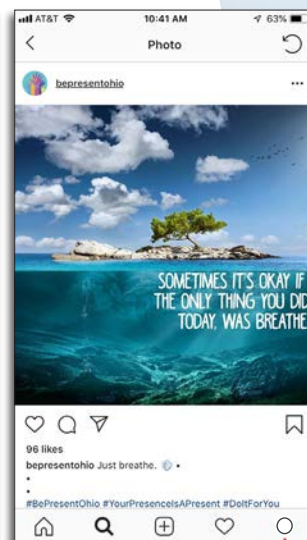
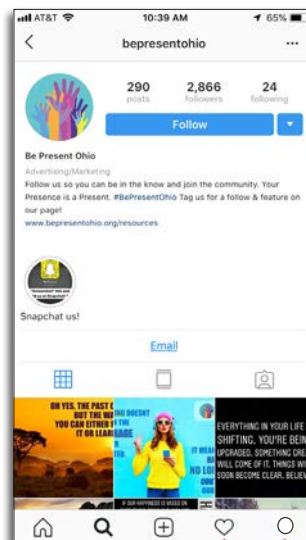


Social Media Profiles & Posts:

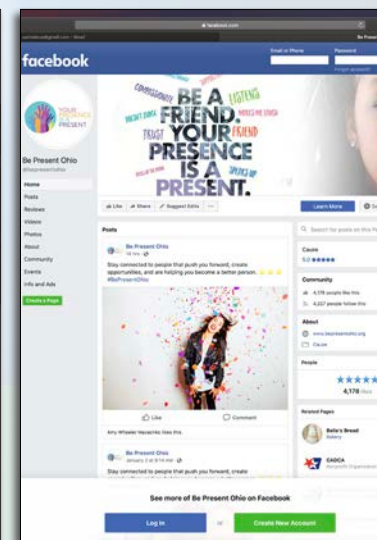
Twitter: @BePresentOhio



Instagram: @BePresentOhio



Facebook: Be Present Ohio



Radio Advertisements:

Pandora:



Spotify:



Print Advertisements:



Ohio Mental Health & Addiction Services

Become a Be Present Ohio Advocate

Online Training For Youth Leaders to Intervene With Their Friends, Siblings and Close Classmates Struggling With Trauma

2017-2019

In 2018, MEE fully developed the next tier of the Be Present Campaign. That tier, the Advocate Online Training, educates Ohio youth and young adults leaders ages 14 to 22 about the protective factors that counter stressors & traumas that we know put young people at risk of suicide. This online e-Health training addresses stigmas associated with mental illness, and equips adolescents with tools to handle stressors associated with this period of life. It includes both online and off-line activities for self-identified peer-group leaders who can impact suicide prevention and other mental health, including promoting help-seeking behaviors and increasing linkages to trauma-informed behavior health treatment services. The online (e-Health) training also connects teens within a county and across Ohio, building an online community of youth who want to take action in their schools and neighborhoods to affect positive change.

MEE has been preparing the online Be Present Campaign Advocate training for launch, including finalizing digital content, incorporating feedback from the Advisory Panel into both the online curriculum and evaluation design, and developing promotional HTML e-mails, social media announcements and text messages to convert Friends to Advocates. In 2019, MEE will launch and evaluate the "Advocate" training with 1,500 youth/young adults (for power) from communities across the state including Ohio counties with disproportionately high rates of suicide among residents ages 14 to 22, based on data from the Ohio Violent Death Reporting System. We will also examine sub-population data for groups such as LGBTQ individuals,

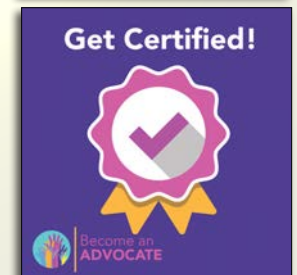
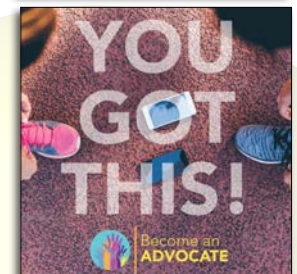
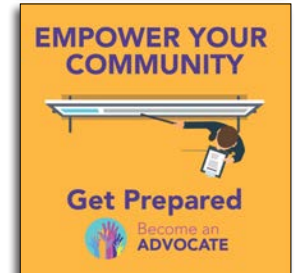
youth in high-risk communities and racial/ethnic minorities in under-served communities.

Next steps in the project (if any) going into 2019:

- Pre-/Post-Survey
- User Engagement
- Adult Advisory



Become an ADVOCATE



Ohio Mental Health & Addiction Services

Coalition SPF-Rx Training and Capacity Building to Reduce Opioid Misuse

Transferring Communication Skills to the Community to Prevent Opioid Overdoses

2018-2019

SPF-Rx Training and TA Portal to Create an Education Campaign about Ohio's Good Samaritan Laws

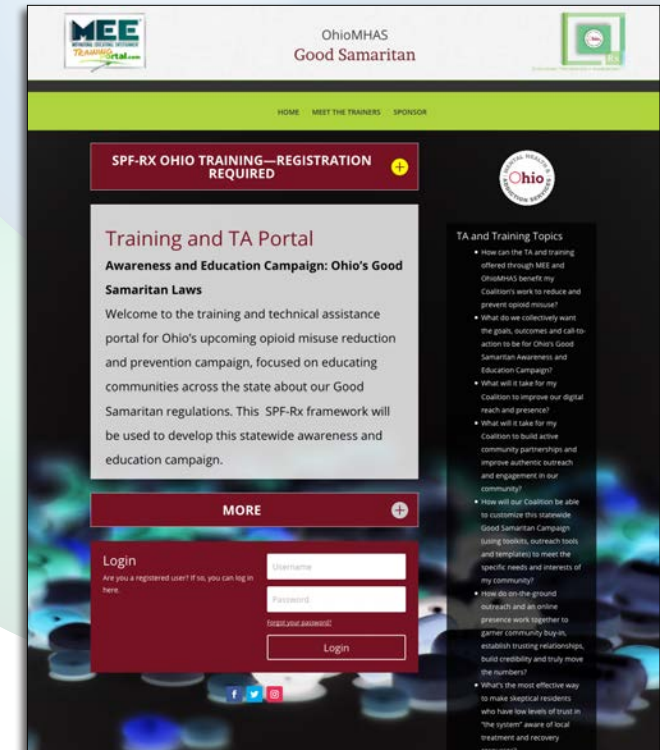
OhioMHAS commissioned MEE to develop and implement in-person and online trainings and technical assistance to increase the skills and capacity of Drug Free Coalitions throughout the State of Ohio to conduct both community (in-person) and digital outreach (via social media) about the State's Good Samaritan Opioid Laws to reduce opioid overdoses.

Through this exclusive technical assistance and capacity building opportunity, Ohio MHAS will:

1. Build the skill sets of funded Drug Free Coalitions' to grow their presence in both digital (online) and grassroots (off-line) spheres.
2. Use MEE's "by and for" campaign development framework to develop a statewide education campaign that Coalitions will customize and implement in their counties.

The process will enhance the Coalition's health communication skills in order to build credibility and trusting relationships with their target audience, increasing both impact and effectiveness of their opioid prevention and reduction efforts. The training series will feature research-based and community-tested strategies that can be used immediately, even by organizations with resource limitations that narrow the choices of communication channels.

Participants will also be actively involved in developing and testing the upcoming statewide campaign about Ohio's updated Good Samaritan Opioid Laws. MEE will use its innovative right-to-left campaign development process that incorporates SAMSHA's Strategic Prevention Framework (SPF-Rx) approach to behavioral health interventions to drive the development and testing of content, messages, communications strategies and tactics for the Good Samaritan Campaign.



STRATEGIC PREVENTION FRAMEWORK

Ohio Mental Health & Addiction Services

Synar Tobacco Retailer Education

Know the laws! Protect your customers. Protect your employees. Protect your business.

2017-2018

MEE worked with the Ohio Department of Mental Health and Addiction Services (OhioMHAS) to create a new Ohio Tobacco Retailer Online Portal to educate retailers throughout the state about illegal underage tobacco sales. The Retailer Training included an educational video (in English, Spanish and Somali), a PowerPoint presentation, plus support signage and other supporting materials. MEE also created a postcard announcing the retailer toolkit for local agencies to distribute directly to retailers. MEE built out creative elements and developed social media ads for a formal Campaign to make retailers aware of their responsibility and the availability of the training.

In 2018, MEE developed an online tobacco education training portal with new educational materials to disseminate to tobacco retailers statewide including:

- A Tobacco Retailer Training Kit and printed educational materials
- Updated signage for retailers to display that highlights illegal sales of tobacco to youth and young adults (some cities have raised age limits to buy tobacco to 21)
- A postcard announcing the new retailer-specific toolkit.
- New tobacco-related materials for print and digital dissemination that are both culturally and linguistically appropriate (including Spanish- and Somali-language versions)

Outcomes/impacts/innovations of the project (Overall Campaign Assets include):

1. Campaign Logo/Branding (18+/It's the Law)
2. A Fully Functional Synar Website (www.SynarOhio.org) including data-gathering features and a retailer certification
3. Synar Retailer Video
4. Synar Employee Videos (English, Spanish, Somali) on Campaign Website and YouTube Channel
5. Store Signage (Poster) 11 x 17" in English, Spanish and Somali (Download-able)
6. Informational Postcards 4 x 6" in English, Spanish and Somali (Download-able)
7. A Branded PowerPoint Presentation to be used by State Officials at Conferences and Retailer Meetings



It's the Law

Postcard Design:

English: (Front)



Spanish: (Front)



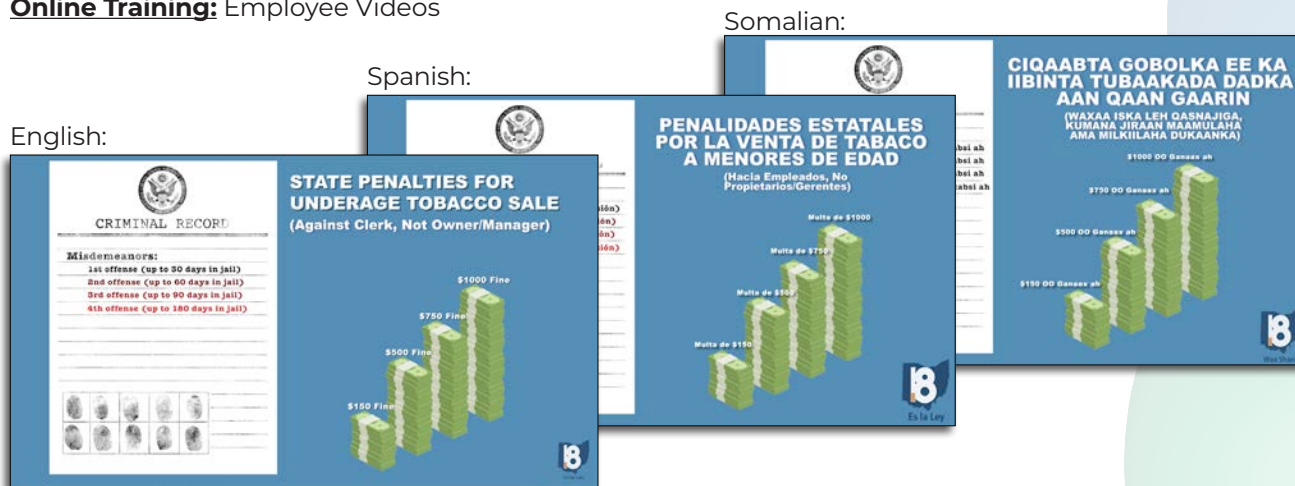
Spanish: (Back)



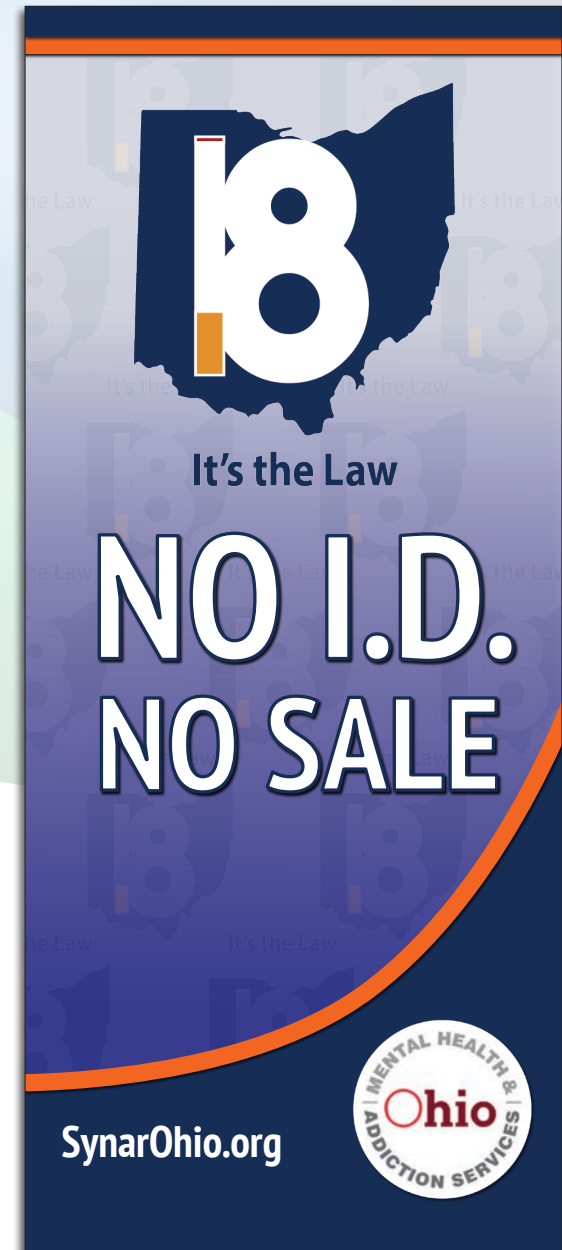
English: (Back)



Online Training: Employee Videos



Retractable Banner Advertisement:



Poster Design:



Ohio Mental Health & Addiction Services

“Families 4 Veterans” (Veterans Suicide Prevention Campaign)

Families4Vets.org Is Here for You, So You Can Be There for Them

2017-2018

MEE completed its work for Ohio MHAS, the Ohio Department of Veterans Services and the Ohio National Guard to produce the Families4Vets suicide prevention campaign to engage families and friends to be aware and get involved with their “active & returning” family member (Veteran/National Guard) who may be struggling to re-adjust to civilian life.

Re-adjustment to civilian life after military service can be a time of friction, struggle and conflicts for service members and their families. We know that military families often struggle with issues related to deployments, service and the transition back to civilian life, such as PTSD, depression, withdrawal or family re-integration challenges, etc.

What do they need from us?? Support, a non-judgmental ear, and the know-how to connect them to resources and mental health services they need to deal with their issues.

That's why WE – their close friends and relatives must step up, make a difference and Be There for Them.

The primary objective of the Families4Vets campaign was to increase families' and friends' awareness of suicides among veterans, along with building capacity of military families to support each other and their loved ones in times of need. The goal is to empower family members and close friends to “step up” for active-duty military personnel, returning veterans, Ohio National Guard members and other servicemen and women.

MEE Transferred All Campaign Assets and Elements to OhioMHAS Including:

- Posts on Facebook and tweets

Added-value elements include:

- An expanded, multi-tabbed landing page; a documentary video and trailer with powerful stories from affected families and friends of veterans (hosted on YouTube and embedded on the landing page); and three different print ads/posters to help spread the word about the campaign.



Know the Signs.

Changes in a Veteran's behavior may be a sign that they need support. Caring family members like you are in the best position to see that and do something about it. By looking out for them, we can help make sure that where Vets are NOW, mentally and emotionally, is not where they have to stay. *Serve the Vet you love* by knowing the signs and finding the support and "community" they need at...

Families4Vets.com

BE THERE 4 VETS Ohio SUICIDE PREVENTION

FAMILIES 4 VETS

Getting Ready for Life...

Re-adjustment to civilian life or re-integration after military service can be a time of friction, struggle and conflicts for service members and their families.

They may be too proud to ask for our help or to connect with resources that can make transitioning easier.

That's why **we**—their close friends and relatives must step up and **make a difference.**

...After the Celebration

Learn how we can give support to military personnel and their families at **Families4Vets.com**

FAMILIES 4 VETS Ohio SUICIDE PREVENTION @FAMILIES4VETS

COPE, THRIVE, AND RECONNECT

After experiencing such strong bonds and growth during service, re-adjusting back to civilian life can be a challenge.

FAMILIES4VETS is a place where we can learn what we need to do to support vets as they cope, thrive and re-connect.

Ohio

LEARN HOW WE CAN GIVE SUPPORT TO OUR VETERANS AT FAMILIES4VETS.COM

@FAM4VETS #FAM4VETS

Be There for Them

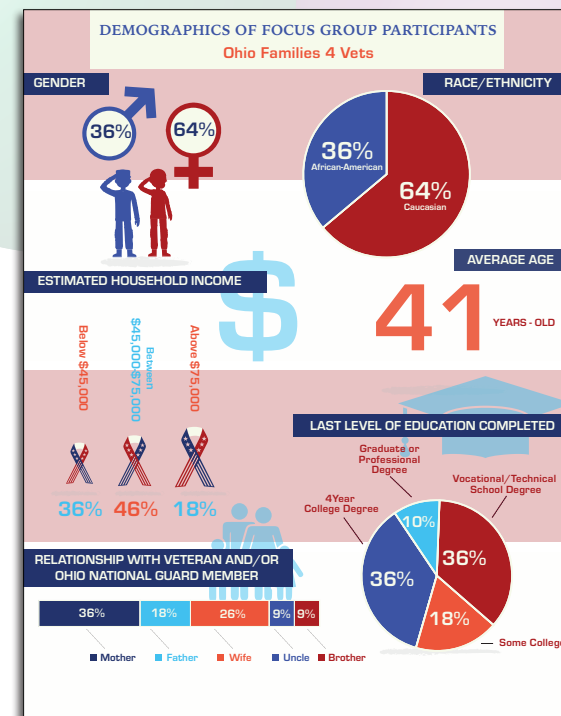
It's Very Stressful for Returning Veterans, But Everyone is Affected.

If you are the close friend, parent/caregiver or other relative of someone facing the challenges of re-integration after military service, you have an important role to play. Many times, there are struggles for the service-member, his/her spouse and their children.

What they need from you... Support, a nonjudgmental ear, and the know-how to connect them to resources they need to deal with their issues.

Find out more about how you can make difference at www.Families4Vets.com

FAMILIES 4 VETS Ohio SUICIDE PREVENTION @FAMILIES4VETS



MEE's "We Are!" Black History Month Education Campaign

Black History Month Celebration

MEE celebrated Black History Month with its annual "We Are!" educational series. MEE's Facebook and Twitter followers were engaged throughout February via interesting videos highlighting the accomplishments of great Black inventors. The videos were inspired by t-shirts originally designed by the late Mary Juzang, mother of MEE's president Ivan Juzang.

MEE's "We Are!" series also featured clips from our documentary, "First People, Our People: Ancient Egypt Revealed," a collaboration with the late Dr. Asa G. Hilliard, III. The film featured excerpts of illuminating lectures by the late Dr. Hilliard, who separates historical fact from fiction about Ancient Kemet and ancient African civilizations. Dr. Hilliard felt that the passing down of African-descended values and culture from generation to generation was critically important. The "We Are!" series is MEE's way of contributing to that dialogue.



Prince George's County Department of Health & Human Services

Prince George's County Homeless Youth Outreach Project

2017-2018

MEE Productions partnered with the Prince George's County Department of Health & Human Services to create a culturally relevant social marketing campaign targeting homeless youth in the County. Homeless youth rates have risen in Prince George's County specifically because of family displacement due to gentrification in Washington, D.C., especially among low-income people of color. We also found that teens are often fall into homelessness after being kicked out of their homes because of LGBTQ+ identities or teen pregnancy. Other homeless teens leave their homes voluntarily to escape abuse and mistreatment.

The primary component of this campaign was a social media ads and posts that promote available homeless youth services and shelters in Prince George's County. The campaign entailed engaging in an iterative process with the client and their service providers to create development and informally test videos, creative messaging, a landing page, social media, and branding. The call-to-action was to drive homeless youth to take advantage of available services and shelters. Given the rise of homeless youth nation-wide, MEE hopes that these findings can be used to create similar campaigns to this one in other communities facing problems with youth homelessness.

Postcard Design:

(Front)



(Back)



Palm Card Design:

(Front)



(Back)



Executive Officers

Ivan J. Juzang
Founder & President

Thierry Fortune
Senior Vice President

Alicia L. Jackson
Senior Vice President

William J. Juzang
Vice President

Pamela M. Weddington
Vice President

Board of Directors

Ivan J. Juzang
President & Chairperson

Thierry Fortune
Senior Vice President & Treasurer

Alicia L. Jackson
Senior Vice President & Secretary

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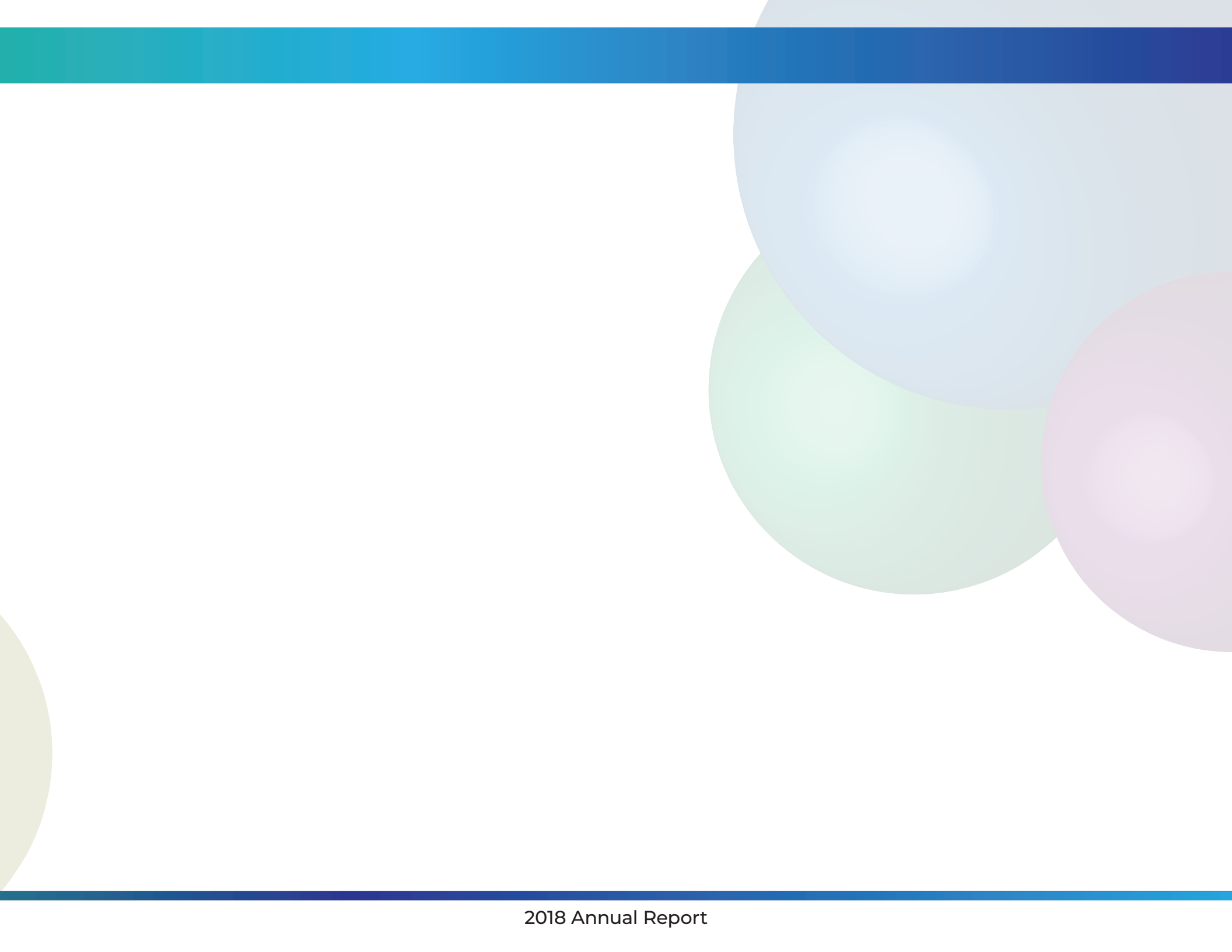
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MEE Productions Inc.

2018 Annual Report

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